

ASSESSMENT OF PROGRAM EFFECTIVENESS  
FY 2011-2012

1. An assessment of your agency's compliance with permit requirements, based on your responses to the questions in this form.

The City of Sierra Madre continues to implement all requirements required by the NPDES permit.

2. Descriptions of any evaluation methods that your agency uses to determine the effectiveness of your storm water management program.

The City conducts regular evaluations of the NPDES program and makes revisions when necessary. The quantity and severity of non-compliance activity is constantly measured to recognize trends in particular sectors of the permit's authority.

3. A summary of strengths and weaknesses of your agency's storm water management program.

The City is a small, almost totally built-out bedroom community which allows for detailed and pervasive monitoring of potential run-off activities. The City staff takes a proactive approach by providing NPDES materials and information to targeted entities. The staff has been able to respond very quickly to discharge reports and observations. Financial restraints have prevented the City to take on more expensive structural BMPs.

4. A list of specific program highlights and accomplishments.

FY 11/12 is highlighted by a decrease of illicit discharge complaints in our community. Only 1 discharge was investigated and the response time was under 15 minutes. No discharge could be located for this investigation. Staff believes that the reduction is due to higher community awareness of storm water pollution prevention practices.

Public information presentations were attended by an increasing number of community members of all ages. Staff believes that a strong awareness is also seen in the interaction with the community, who consistently surprises staff with existing knowledge and increased enthusiasm for keeping the storm drains, and watersheds clean.

5. A description of water quality improvement or degradation in your watershed over the past fiscal year.

The County of Los Angeles conducts all monitoring activities, and maintains records containing this information.

6. Interagency coordination between cities to improve the storm water management program.

Information sharing occurs as a result of attending meetings of the Los Angeles River Watershed Management Committee, and the MS4 Permittees' Executive Advisory Committee. This year staff met several times with the recently formed LA River Permit Group. The goal of the meetings was to review the anticipated changes for the next permit, which is expected at the end of 2012.

7. Future plans to improve your agency's storm water management program.

The City intends to continue to increase the community's awareness even further with outreach and educational efforts. A more active participation in regional planning is also targeted for future efforts. Cooperation with agencies that share our watershed will provide for a coordinated effort to improve the storm water management program.

8. Suggestions to improve the effectiveness of your program or the County model programs.

The City's program is highly effective, and there are no suggested changes at this time.